



Date: August 2, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending July 29, 2005

This *City Report* highlights various activities for the week ending July 29, 2005. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

City Manager

Acting Executive Director for State and Local Government Coordination and Preparedness in the U. S. Department of Homeland Security, Mr. Matt Mayer visited Long Beach on Thursday to learn about the City's Homeland Security preparations. At a meeting at the City of Long Beach Emergency Operations Center, Mr. Mayer and his Executive Assistant, Betsy Fowler, met with the City's Homeland Security Task Force, led by Assistant City Manager Christine Shippey. Following a briefing on the City's Urban Area Security Initiative (UASI) program, Mr. Mayer took a Police helicopter tour of the city and a Fire Boat tour of the Harbor.

Police

A citywide Violent Crime Task Force is being conducted after numerous gang-related shootings occurred throughout several parts of Long Beach. The objective is to impact and deter gang violence by means of selective enforcement with zero tolerance, enforcing laws violated by known and suspected gang members. More than 30 officers serve on the Task Force, which has been operating since Monday, July 25, and will operate at key times through Monday August 8. The Officers have worked staggered shifts from 4:00 pm – 3:00 am. During the first two-day operation, officers made 11 felony and 24 misdemeanor arrests, issued 35 misdemeanor and 52 traffic citations, towed 13 vehicles, conducted 134 field interviews, and seized one gun.

In addition, the recent increase in gang violence and shootings have been linked to a significant number of juvenile offenders and victims. In an effort to impact crime committed by juveniles and reduce the number of juveniles on the street after 10 p.m., the Youth Services Division is conducting a citywide curfew operation. Previous operations have demonstrated that proactive enforcement and highly visible police presence have a suppressive impact on gang and violent crime. The first night of the operation yielded 12 felony and 12 misdemeanor arrests, 18 misdemeanor and 23 traffic citations, three towed vehicles, 75 field interviews, two recovered guns, and 10 curfew arrests.

Health and Human Services

Staff from the Vector Control Program is continuing to monitor, test and control mosquito breeding in Long Beach. No human cases of West Nile Virus have been identified to date. As of July 25, 2005:

- 15 dead birds tested positive for West Nile Virus in zip codes 90802, 90803, 90808, 90814, 90815;
- 34 positive mosquito pools in zip codes 90803, 90805, 90806, 90814, 90815;
- 4 positive chicken coops, 1 in zip code 90803, and 3 coops in zip codes 90815 and 90808.

MAJOR WEEKLY HIGHLIGHTS

Health and Human Services

In preparation for the City's response to a possible biological terrorist attack in Long Beach, a tabletop exercise was conducted on July 28. More than 77 representatives from City departments, including Fire, Police, Public Works, and Parks, Recreation and Marine; the American Red Cross; Long Beach Unified School District; Los Angeles County Department of Health Services; and Pasadena Public Health Department participated in this event. Prior to the tabletop exercise, staff participated in a series of training sessions on dispensing medicine in the event of a biological attack.

Community Development

On July 15, the City received \$227,098 from the State of California's Department of Housing and Community Development under the Workforce Housing Rewards Program (WHRP). The WHRP was designed to provide incentives and to reward cities and counties that approve housing for very low- and low-income households and that are in compliance with the Housing Element. The City received funds as a reward for approving and issuing permits in calendar year (CY) 2004 for the construction of 41 affordable housing units. A total of \$23,000,000 in WHRP funds were awarded statewide, in the first of a three-year reward program funded under Proposition 46, *Housing and Emergency Shelter Fund Act of 2002*.

Applications for the second round funds are due in December 2005, and the Housing Services Bureau plans to submit an application for at least two affordable housing projects, the Puerto Del Sol rental development on 3rd Street and the Olive Court transit-oriented condominium project on Long Beach Blvd., which will have received building permits in CY 2005.

Parks, Recreation, and Marine

The Long Beach Open Charity Pro/Am was held on July 27, at El Dorado Golf Course. More than 136 people attended the charity event, raising \$6,300 for the Assistance League of Long Beach and \$5,000 for the CSULB men's and women's golf teams. The annual event featured 36 of the 300 golf professionals who will be playing in the \$150,000 Long Beach Open Golf Tournament scheduled for Sunday, July 31.

AWARDS

Technology Service

At its annual international users conference this week, the City's geographic information system vendor Environmental Systems Research Institute (ESRI) presented the Technology Services Department's Geographic Information Systems (GIS) team with a *Special Achievement* award. Long Beach was recognized for its significant and continuing progress in creating an enterprise-wide approach to location-based information processing. This is a level of technological evolution that many organizations using GIS aspire to; but relatively few attain.

PUBLIC SAFETY

Fire

The Fire Department responded to a total of 1,588 emergency calls for service: 98 calls for fires, of which 17 involved structures; and 800 emergency medical calls, of which 537 required paramedics.

NEIGHBORHOODS

Police and Community Development, Neighborhood Services Bureau

On July 23, Bureau staff and West Division Police organized a safety fair in the Washington Neighborhood Improvement Strategy Area. In an attempt to stop the increase of car thefts in this neighborhood, car steering wheel locks, which were purchased by Neighborhood Services, were distributed. More than 500 residents attended the event to pick up the locks and have their children finger printed. In addition, participants received information from various City department representatives about other health and safety services.

Staff from the 7th Street Community Police Center participated in the Franklin Middle School Youth Safety Fair on July 23. More than 200 families attended the event. Representatives from community agencies and various City departments that provide services to local youth supported this event.

Residents of the Willmore Neighborhood Improvement Strategy Area, organized by staff at the Willmore Community Police Center, conducted a clean up on Maine Street just adjacent to Drake Park, and cut weeds along Loma Vista Drive. The July 23 event was held in support of the open house at the Bembridge House and a concert at Drake Park.

Fire

Fire Ambassadors taught fire safety to third grade students at Grant and Robinson Elementary School.

Parks, Recreation and Marine, Planning and Development Bureau

Shrubs have been planted and wood chips laid down in the street medians along Atlantic Ave. between Roosevelt Road and San Antonio Drive. Work continues on the electrical connections for the lights and the irrigation controller.

NEIGHBORHOODS (continued)

Parks, Recreation and Marine, Planning and Development Bureau

Installation of the irrigation laterals continues on the Downtown Bike Path link to the LARIO Trail along the Los Angeles River through the north end of Cesar E. Chavez Park. Cottonwood and Sycamore trees have been selected and the planting locations for all the trees and shrubs have been identified.

All the concrete work at Cesar E. Chavez Park amphitheater is complete.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On July 23, approximately 600 eligible participants received a 40-pound box of staple goods and two pounds of cheese at the Long Beach Senior Center. This free monthly program is available to seniors 60 years of age and older, and women with children under the age of six who are not part of the Women and Infant Care program. The Orange County Food Bank sponsors this program.

ECONOMIC DEVELOPMENT

Community Development, Economic Development Bureau

The Business Assistance Committee of the Economic Development Commission approved a loan to Unique Sweets, Inc. for \$25,000 on July 20. Unique Sweets, dba Candy Bouquet, is located at the Pike at Rainbow Harbor. Proceeds will be used for working capital. The company has committed to creating one full-time job.

On July 15, staff participated in the 2005 Los Angeles Small Business Fair sponsored by the California State Board of Equalization. The one-day event featured various workshops for small business owners focusing on tax compliance issues and business assistance programs. Staff was on hand to provide information on the City's financial assistance and business development programs and services.

Staff participated in the Neighborhood Leadership Program 2005 Conference on July 16 and provided information on the City's business development and financial assistance programs and services available to the small business community.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Enrichment Programs Bureau

On July 28, sixty children learned about adobe house construction at Rancho Los Cerritos' *Thursday Afternoons* summer program. Children stomped on mud, played mud bingo and muddy match-ups, fashioned works of clay, and built a model adobe home. Channel 62 filmed the event and will help promote the Rancho's annual Mud Mania festival that takes place on August 21.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On July 29, approximately 80 parents and youth attended the *Music and Arts Day Camp Art Gallery* at Whaley Park. Participants had the opportunity to see artwork created by children in the Music and Arts Day Camp.

SPECIAL EVENTS (continued)

Parks, Recreation and Marine, Community Recreation Programs Bureau

During the week of July 23, more than 600 youth and family members participated in *July is Recreation Month* celebrations at California Recreation Center, Admiral Kidd, Drake, Martin Luther King, Jr., and Cherry Parks. These celebrations included variety shows, face painting, water games, tournaments, and live entertainment.

Parks, Recreation and Marine, Special Events and Filming Bureau

The Path Festival (Peace, Awareness, Togetherness and Health), with an estimated attendance of 1,000, was held on July 24 at Recreation Park.

The Caribbean Seabreeze Festival, with an estimated attendance of 3,000 people, was held in the Queen Mary Events Park on July 24.

OTHER ITEMS OF NOTE

Public Works, Environmental Services Bureau

To promote both citywide recycling and the City's litter reduction efforts, customized containers were developed for both the concerts in the parks and Sea Festival events. The Conservation Corps will be providing recycling service for all Sea Festival events.

Long Beach Energy, Gas Services Bureau

During the week of July 17 through July 23, staff completed a total of 3,215 service calls. This total included 935 Gas and Water Utility Turn Ons, and 934 Turn Offs. During this period, 1,042 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 304-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 444 emergency phone calls that resulted in 89 emergency orders being sent out.

Library Services

In collaboration with the City of Long Beach and the Library Foundation, the *Brown Bag Raising A Reader Program* was launched involving City Hall employees on July 25 at the Main Library. Eighteen City employees registered for the twelve-week book bag program, and will exchange book bags on a weekly basis during employee lunch times or at the end of the workday. This reading and school-readiness program requires participating employees and their families to establish daily family reading times. Participants will also visit their neighborhood library and receive library cards and special library tours.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
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